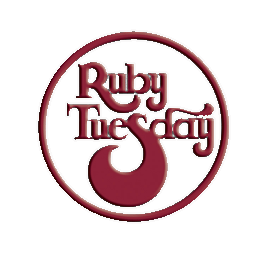
# Principles of Design

**This is Center Aligned**

* Alignment: Arrangement of items on a grid.



**This is Right Aligned**

* Balance
* Symmetrical : Elements of the design are centered or evenly divided both vertically and horizontally

Asymmetrical:

Off-center alignment created with an odd or mismatched number of elements



Radial: With radial designs the elements radiate from or swirl around in a circular or spiral path



* Contrast: Opposites. Large and small text, dark and light text



* Proximity/Unity: Grouping elements to demonstrate their relationship to each other.

Makes it easier for the reader to understand the relationships between elements.



* Repetition/Consistency

Repeat some aspect of the design throughout the entire layout

\*Notice that the headings are all

formatted the same.

* White space:

Negative or space empty of any color. Gives a design breathing room. Smoothes transition between elements

Directions:

Create a PowerPoint Presentation using these principles of design. On each slide, in the title section you need to have the design principle.  
In the content section you need to have the definition and a graphical representation of the design principle. Go to Google and search for “magazine ads” or “Advertisements” in the Google Images section. For example I typed “Starbucks Advertisements” and found the ad above. Last you must qualify your choice. Tell me HOW your ad uses the design principle you chose.